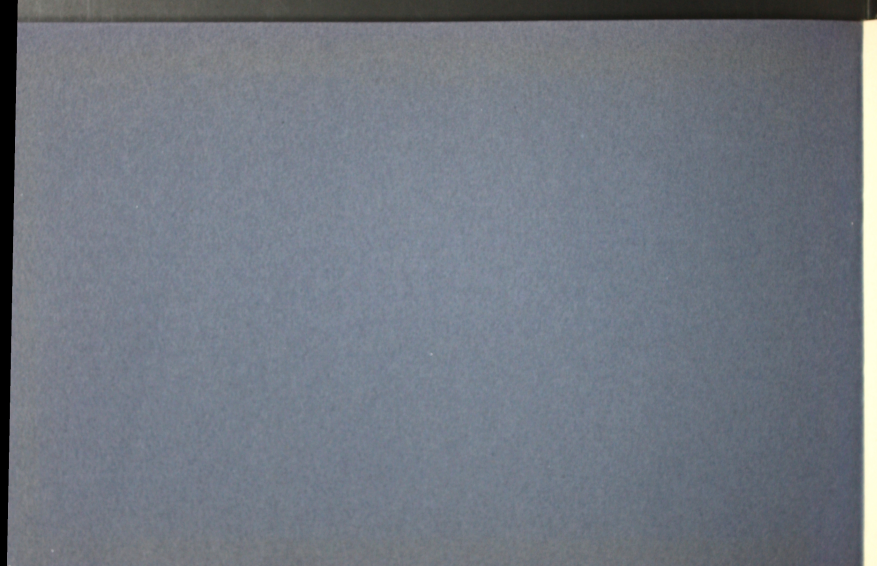


415-3

**Kawneer**  
SOLID COPPER  
**STORE FRONTS**

**Contractors Book of Designs**





**T**HIS book is presented to contractors with the hope that it will be valuable to them when planning and figuring Store Fronts for their clients.

We suggest that you retain this book for future reference.

## FREE SERVICE TO CONTRACTORS

Contractors and builders are frequently called upon by merchants and owners of store buildings for advice about the installation of modern show windows in new and old buildings. Ten Kawneer Branch Offices and more than 80 distributors located in most of the principal cities in the United States and Canada are prepared to serve you. Many of them carry a large stock of Kawneer material.

For years Kawneer has created a demand for new store fronts by advertising in retail trade papers. Merchants are thus prompted to call upon you for information about Kawneer Store Fronts, as they are constantly reminded of the increased financial returns they will have if their show windows are correctly designed.

Beginning with page six there is featured a large variety of store front designs applicable to most every line of retail trade. These are actual

reproductions of a few of more than 260,000 Kawneer Solid Copper Store Fronts now in use.

Take this book to your prospective client and show him the many designs illustrated which are most suitable for his particular line of business. Bear in mind that these views are presented merely to suggest different ideas rather than to show a definite design that will fit the problem at hand.

If you will let us hear from you concerning any store front work you have, our organization will co-operate with you fully. Our Draughting Department will gladly prepare full-sized detailed drawings showing just how our material is installed in connection with the necessary wood work. Twenty years of experience have taught us some essential things about the Store Front business and we shall welcome any opportunity to be of assistance to you in the many ways that are at the command of our organization.

*Consult the Architect*

## KAWNEER RESILIENT STORE FRONT CONSTRUCTION

Kawneer resilient construction is founded upon the very important principle that large plates of glass, such as are used in store windows, should be held in a yielding and resilient grip. If you were to place your ear alongside of a large plate glass and then strike the surface of it with your knuckle, you would find that the glass vibrates quite like a tuning-fork. When the edges of the plate are held in a rigid, vise-like grip, these vibration waves are liable to cause fractures. With the Kawneer resilient grip, however, the vibrations pass out through the edges of the plate.

Kawneer construction provides the necessary give-and-take so as to eliminate

the breakages caused by vibrations. All plate glass is held between two spring surfaces, the spring deflection being from the adjustment screw up to the edge of the metal that lies against the glass. The plate glass resting upon the structural shaped setting block with its leather cushion, is thus enabled to rock freely under wind pressure and vibrations.

The sturdy, cold-drawn Kawneer metal mouldings, when assembled in this manner, provide the necessary resiliency while at the same time affording sufficient strength to hold the glass securely in place. This firm, yet resilient grip is found in all Kawneer sash and bars.





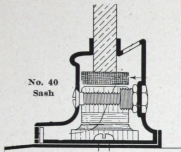
COMPARE KEY LETTERS SHOWN  
ABOVE WITH THOSE ON DE-  
TAILS TO DETERMINE WHERE  
DIFFERENT MEMBERS ARE  
USED

FULL SIZE DETAILS  
SENT ON REQUEST

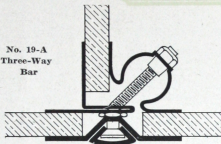


SIDE JAMB-D-

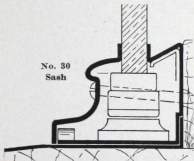
No. 40  
Sash



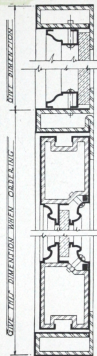
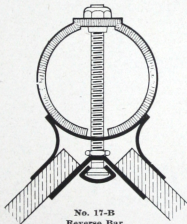
No. 19-A  
Three-Way  
Bar



No. 30  
Sash

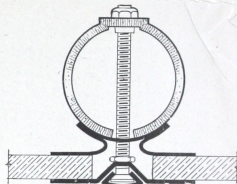


No. 17-B  
Reverse Bar

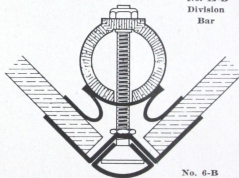


Vertical Section  
Through 50-C  
Show-Case Door

No. 12-B  
Division  
Bar



No. 6-B  
Corner Bar



No. 4-B  
Corner Bar



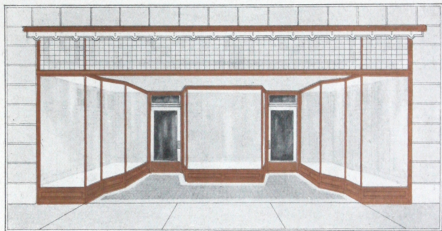
# FULL-SIZE DETAILS OF KAWNEER SOLID-COPPER STORE FRONT CONSTRUCTION

A Complete Set of Full-Size Details will be Sent on Request

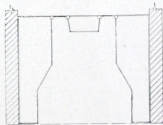
A SELECTED GROUP OF MEN'S AND WOMEN'S WEAR  
DISPLAY WINDOWS

**Kawneer**  
SOLID COPPER  
STORE FRONTS

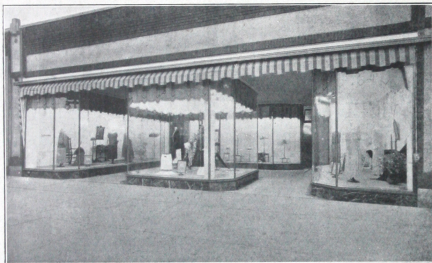
TWO entrance doors with a roomy window in the center make this design desirable for displaying all kinds of apparel. The windows at the sides are somewhat narrower than in the design on page 10, but many display men prefer the shallower windows when small unit displays are used. Note that the awning in this case is above the transom glass. Center windows such as this one have been proven very effective for displaying special merchandise.



*This plan could be used on a store 18 to 22 feet wide and should have a depth of 12 feet.*



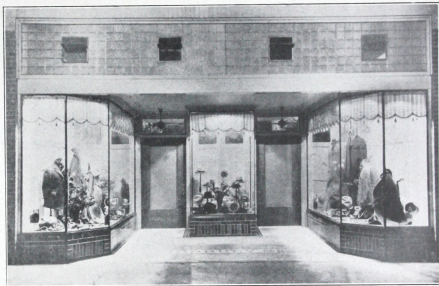




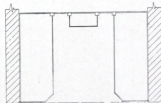
*An excellent example of how old buildings can be remodeled by installing Kawneer Store Fronts.*

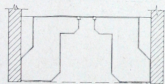
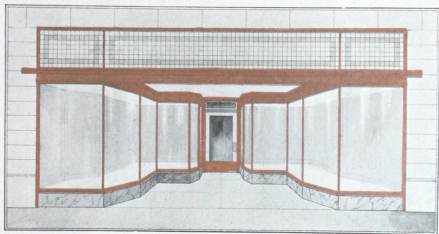
THIS double store is about 40 feet wide and the return from the building line to entrance doors is about 22 feet. The four windows afforded in this design provide almost double display footage as compared with the width of the store. Note how millinery is displayed in the back center case, but the front case could be used for this merchandise during season. This Kawneer front was installed in two old store buildings, the entire front walls having been taken out and then rebuilt for an all-new effect.

**THE** type shown here is somewhat similar to the one shown on page 9, except that it was installed in a smaller store. The glazed brick used in the bulkhead in this case is of a dark reddish brown color. Note also the four ventilators used in the transom to permit plenty of fresh air to pass into the store. For a single store, this simple design has proved quite efficient for either **Men's** or **Women's** Wear.



*This plan gives a roomy effect even in a store 15 to 20 feet in width.*

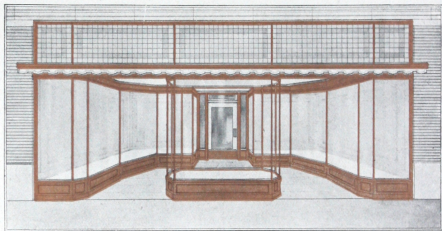




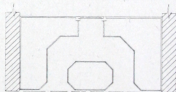
*An excellent type where 12 to 15 feet in depth is available for windows.*

**THIS** plan affords about twice the width of the store in window footage and provides for five unit displays on each side. The slanting plates at the start of the return from the building line help to center attention on individual garments. The background is built out to correspond, thus maintaining a uniform depth for the windows. The transom bar carried back in the return gives a pleasing effect. Many merchants have found this type practical.

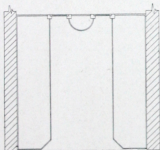
WHEN the width of the store is from 22 to 25 feet, a center case may be used as shown here. However, such a case should not be used if it tends to crowd the entrance-way. Comparison of this entrance door with its two side lights with the one on page 12 emphasizes the point mentioned about having plenty of room at the doorway. The small slanting lights at the corners are preferred by some, but square corners at the building line are quite as efficient unless the slanted lights are large enough for a full unit display.



*The distance between the center case and the side windows should be at least 5 feet; 6 feet would be better.*







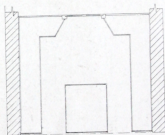
*A 15-foot ceiling called for a special treatment in this case to reduce height of plate glass.*

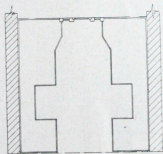
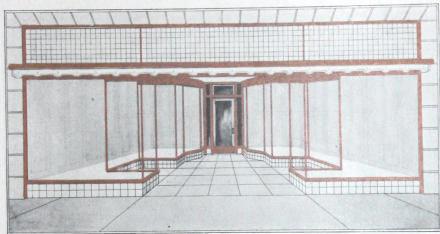
IN some cases the extra height of the store room ceiling calls for a special treatment in order that the display windows need not be too high and so that the transom glass will not seem out of proportion to the height of the plates. Such a case is shown here. By means of a heavy cornice transom bar and an oval vaulted ceiling over the entrance-way the extreme height of the ceiling is handled in a clever way. The vestibule lights are hidden on top of the heavy transom bar used in the return. Note how the center case is shaped to give roominess at the doorways.

THIS design is similar to the one shown on page 10 except that all corners are square and the side and center windows are not so wide. Note how the floor slants from the sidewalk or building line back to the door. The distance from building line to door in this case is about 24 feet, and the difference between the levels of the sidewalk and store is  $11\frac{3}{4}$  inches. The center case in this front is large enough to display four full-size figures without crowding. Note how division panels are used in the side windows.



*French windows used to good effect in this case to break up plainness of background.*

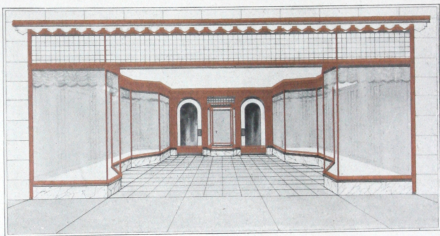




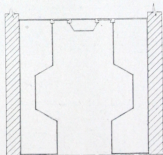
*Kawneer, the original hollow  
metal glass setting.*

A WIDENING of the vestibule beyond the building line, as shown in the sketches on this and the opposite page, has proved quite efficient for displaying quality garments. The lights on each side of the door are features worthy of note because of the added room they give. Six displays on each side are possible with a design such as the above. The bulkhead is here shown in light-colored tile. For most lines of apparel, darker and more neutral shades are preferable for bulkheads.

**M**ASSIVE copper cornice in the return and copper paneling around the two doors are noteworthy features. The small case between the doors extends back into the store and affords an excellent place for displaying special garments or some line of merchandise on which a special selling urge is desirable. In this case the awning is placed above the transom. A small octagonal case about 6 feet high could be used to good advantage in the center of this roomy vestibule.



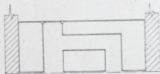
*This design shows a depth greater than the width of the store. An excellent type.*







THE type of front shown here is an excellent one for a wide store. Note in this case there is only one entrance door. Tests have proved that the spaces next to the outside returns are the most efficient in pulling sales. Note, also, how the valances not only add to the appearance of the windows, but hide from view the lighting fixtures. This store has proved by tests that its windows sell more merchandise than its newspaper advertising.

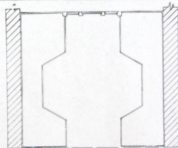


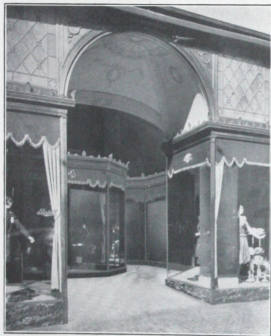
*This merchant knows by tests that his Kawneer Show Windows are paying him a profit.*

THE design shown is another case in which the vestibule widens beyond the front show windows; a very desirable feature where the return is quite deep and exclusive displays are desired. The vaulted ceiling generally looks better where the panels are broken up by cross stiles. Although this store is only 20 feet wide, about 50 feet of excellent window display space is provided through this design. In this case sheet prism glass was used for the transom in place of the 4x4-inch prism tile.

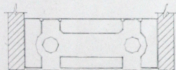


*Take note of the wide lights on each side of the entrance door; worth considering always.*





THIS illustration shows the entrance-way for an arcade front for a large store. The door into the store is behind the island case, only a part of which is shown in the picture. While this type of front is much better for a wide or double store, it could be cut in half and used successfully for a single store. The vaulted ceiling shown is quite beautiful and effective for a store displaying extra high grade merchandise. The ornamental transom bar is in keeping with the decorative design of this front.



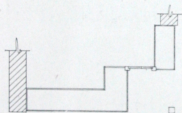
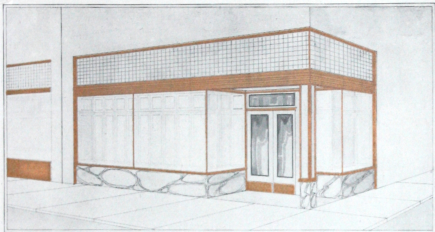
*To get something different for a big store is a difficult problem in working out the store front design.*

THE elliptical ceiling used in this design adds a desirable tone to an otherwise plain type of front. Note how the lighting fixtures for the vestibule are hidden at the ends of the ellipse. The center display case is flush with the doors on the outside and extends into the store. The backing for this case is only about 5 feet high, so that the goods displayed in it may be seen by those entering or leaving the store. The ledged glass over the doorway permits a liberal flow of light into the interior of the store.



*It was Kawneer Solid Copper Store Front Construction that first made possible attractive show windows.*



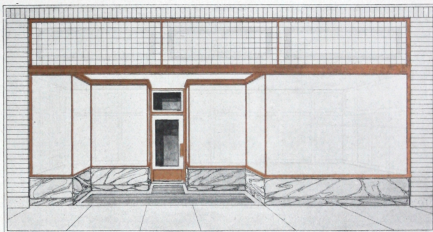


*Our engineers will be glad to help you with your store front problems without obligation.*

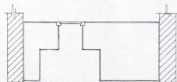
**F**OR a corner store this design has entrance doors facing the principal street, but easily accessible from the side street also. Additional window space could be had by changing to a single door. Many doubt the advantage of vestibule openings on both streets and think the space could be used to better advantage by bringing the side window out to the main building line. In such a case a single door would be used. This general design could be used with the door set at a slant with the corner.

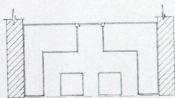


THIS design was worked out for a neighborhood store selling apparel and shoes. The large window gives excellent display space for garments, the small window at the right of the door to be used for dress accessories and the window at the left for the display of shoes. The approach to the door can be enlarged by placing narrow plates of glass adjacent to the door. This design can be used on a store from 18 to 20 feet wide.



*Over a quarter million now  
in use.*

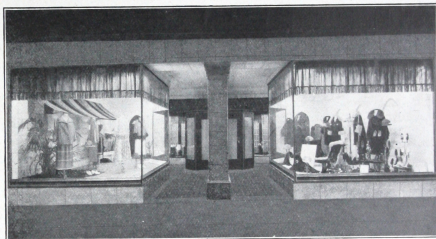




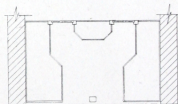
*Note how the bearing columns  
have been placed in this design  
so as to give the all-glass effect.*

**W**IDE and deep arcade type shown here is ideal for a large or double store selling apparel. Although the store shown here is 42 feet wide, this window arrangement gives more than 80 feet of excellent display space. A similar design could be used on a narrower store by eliminating one of the island show cases and reducing the width of the display windows at the back. A center case might be installed at the back with doors on each side. Such a plan probably would be best for a department store.

THE wide and roomy display cases in this design have been quite successful. Because of its location on a crowded business street, it was desired to have as much display on the building line as possible. By building out the entrance doorway, a spacious vestibule is provided at the back where shoppers may examine special garments at leisure. The column in the center of the entrance-way is not desirable, but conditions sometimes require such a treatment.



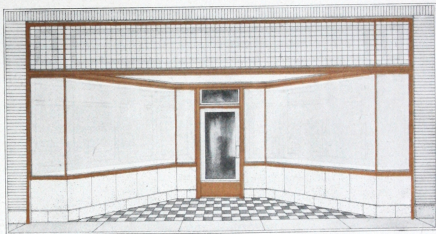
*Transom glass was omitted in this case because the depth of the vestibule eliminated the need for it.*



SOME HELPFUL IDEAS FOR DESIGNING  
SHOE STORE FRONTS

**Kawneer**  
SOLID COPPER  
STORE FRONTS

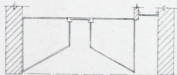
PLENTY of room in the vestibule is generally a desirable feature. The plan shown here gives this roominess and also a broad display of the merchandise in both windows. This plan may run directly back to the door posts, as shown in the picture, or have a slight return to the door, as shown in the floor plan below. The former would be better for most stores as the small return at the door is likely to be too small for customers in coming out or going into the store. Terra-cotta for the bulkheads as indicated in this design looks well.



*Let us help you on your store front problems as we have many others.*







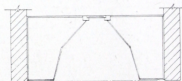
*Kawneer Fronts need not be  
large to be profitable.*

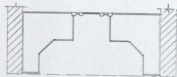
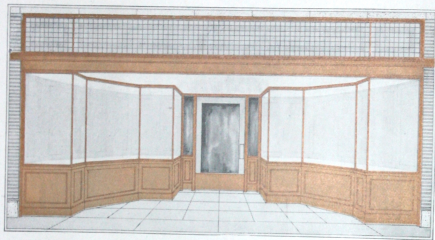
BACK of this plan there are two ideas that have worked out even better than expected when this Kawneer front was first installed. The purposes of the wide slanting windows were, first to give a complete view of each window and second, to reduce the daylight glare to a minimum without using electric lights. The first objective has been very successfully accomplished, for almost the entire contents of both windows may be seen from either side of the building. The daylight glare has been reduced somewhat.

THIS is an excellent example of how attractive show windows may be provided for a medium-size store without attempting anything fancy. The vestibule, with the name of the store worked in the tile floor, is wide and inviting. Some merchants probably would not show as many different numbers in each window. Unit trims could be installed very nicely and easily in such windows. The valances used in these windows break up the monotony of hard mechanical lines.



*You will find Kawneer Store  
Fronts on most business streets.*

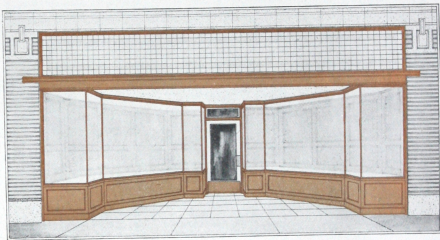




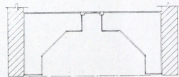
*Many merchants are paying  
their rent from their Kawneer  
Store Fronts.*

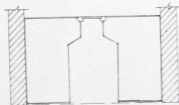
ON page 31 you will find a plan quite similar to this one. There are, however, some features which make this one worthy of comparison. Note especially the entrance to the door. You will readily agree that the side lights on this plan greatly improve it, besides allowing a free portion of light into the front of the store. The height of the bulkhead varies according to conditions at the building. Where the added light is needed it would be better to have the side lights extend to the floor.

**A**NOTHER plan that provides for quite extensive display footage, but has the shallow windows so much favored for small merchandise such as sold in the average drug store. The store front picture shows how the background can be built across the back corner so as to keep the windows shallow. With a copper bulkhead, such as is shown here, hinged sash may be installed in some of the panels so as to provide ventilation for the basement.



*More than 260,000 Kawneer  
Fronts now in use; that's your  
guaranty.*





*A test of 20 years proves the  
success of Kawneer Fronts.*

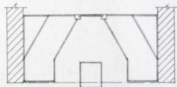
**Q**UITE wide displays on the sidewalk with half again as much display footage in the return vestibule are provided in this plan for an average-size store. By building out the backgrounds the windows have been kept shallow enough to make the displays easy to install. The slanting returns at the door relieve the plainness of the design. The back panels should always be finished to harmonize with the merchandise displayed. Avoid strong color unless a special display requires it.

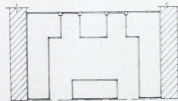
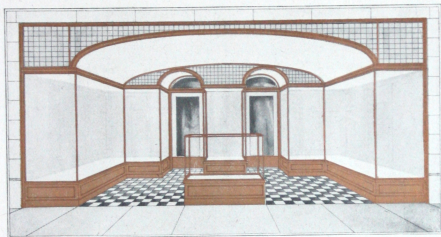


**M**OST cities would not permit the island show case to extend out into the sidewalk as shown in this picture. Because of the width of the vestibule it would not be practical to install this case back of the building line. In this plan, also, the background paneling has been built out so as to keep the depth of the windows the same. Grilles used in the front bulkheads serve as guards for ventilators leading into the basement. These grilles should be ornamental in order to add dignity to the front.



*Let us help you on your store front problems as we have many others.*

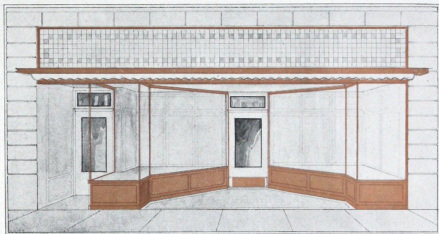




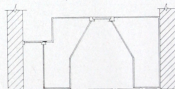
*A touch out of the ordinary  
makes them stop, look and buy.*

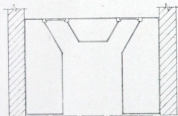
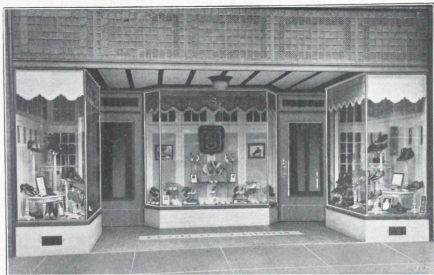
**M**OST shoe stores nowadays handle men's, women's and children's shoes. This plan was designed for a store of considerable size and handling the three different lines with an extensive line of hosiery as well. It would not be difficult to figure out how admirably a front of this design would function for such a store. The window shown between the doors would be valuable for displaying small articles such as shoe laces, shoe polish, arch supports, etc.

WHEN remodeling an old front many obstacles must be encountered. To overcome them in an attractive manner is one of the secrets of store front design. The front at the right depicts very clearly how a front which formerly appeared antiquated can be modernized. Entrances to stairways on old stores are usually flush with the face of the building. In this case the position of the stair entrance is set back, thus providing an extra return plate in the stair vestibule.



*The measurement blank on page 128 merely starts us on the way to help you.*

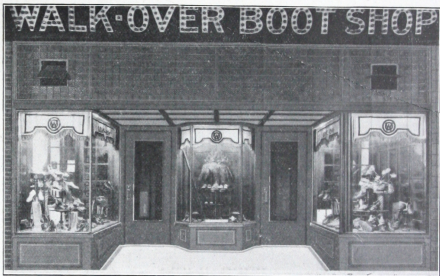




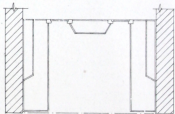
*Perhaps you have some special construction problem; write us about it.*

THE two Kawneer fronts shown on this and the opposite page are presented to show just how much variance there should be in fronts made from the same general plan. There are always some special situations to be found in every store which call for slight changes here and there. The store shown on this page is about 22 feet from wall to wall, while the one on the opposite side is about 20 feet wide. The right-hand window in the Walk - Over front was made about 9 inches wider than the one on the left, so as to take in the bearing columns.

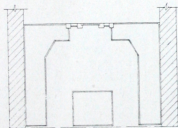
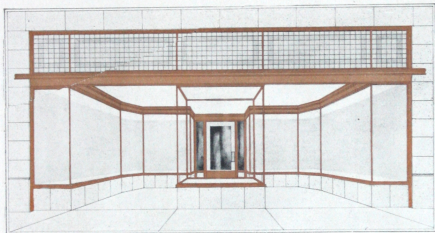
**C**ONTRACTORS should study their merchant-client's needs before submitting ideas on modernizing store fronts. Do not try to elaborate unless location and competitive conditions demand it. A simple front, such as here shown, offers wonderful display possibilities and is easy to erect. Many times the application of an ornamental treatment has proved detrimental, due to the fact that it was not properly placed. Do not overlook correct show window lighting. It is very important.



*The success of Kawneer Fronts has been based upon satisfactory service.*



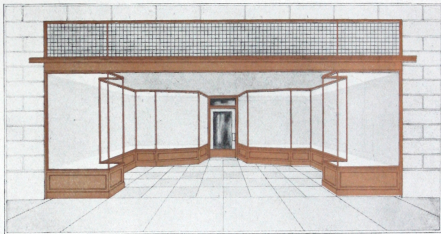




*Kawneer Fronts turn old  
stores into new ones.*

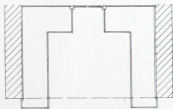
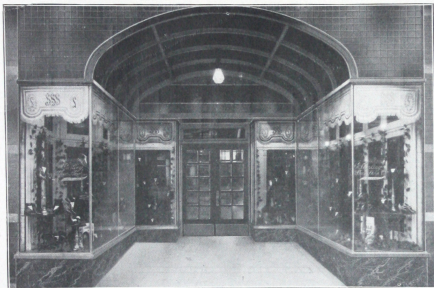
**MODERN** shoe merchants require more display space for their many different classes and styles of shoes than was needed by the stores of a few years back. The modern tendency also is to have plenty of room for each unit display. The plan shown in this sketch is about 24 feet wide from wall to wall. This design provides a display footage of close to 50 feet from a return depth of about 15 feet. Note how the side windows are kept down to shallow depths, while the center window is of sufficient size to permit unit displays on all four sides.

PLENTY of display footage is also to be found in this design. The return from the sidewalk line to the door is about 5 feet deeper in this plan than in the one on page 38, but the omission of the center case makes the display footage about alike in both plans. The modern tendency of featuring two or three shoes of a style in one group requires plenty of display room. Do not overlook the awning transom bar which gives a beautiful cornice effect and protects the awning from the elements.



*Something out of the ordinary  
pays in store fronts with more  
profits.*





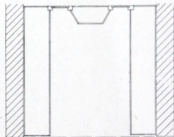
*Kawneer Resilient Store Front  
Construction has stood the test.*

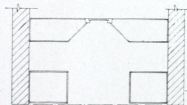
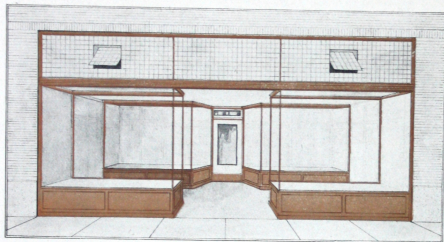
**ELLIPTICAL** or vaulted arches have excellent features to recommend them for stores having extra high ceilings. Architects find that the best proportion for the transom glass as compared with the overall height of the store room opening is 1-5 to 1-4. For extra high store rooms, however, it sometimes is necessary to increase the proportion to as much as one-third or more of the overall height. For such cases the elliptical arch for the vestibule ceiling helps offset the high transom in a pleasing manner.

**ARRANGEMENT** of doors on stores has been a big problem for architects and merchants. There is no rule to follow except, of course, to make them as inviting as possible. The front on the left-hand page shows a good example of double doors, while the front on this page shows a two-door arrangement with a show window between. The latter arrangement has the advantage of separating the men's from the women's department. How low bulkheads may be built up with false floors is shown in this picture.



*Your store should stand out on the street; let us show you how.*



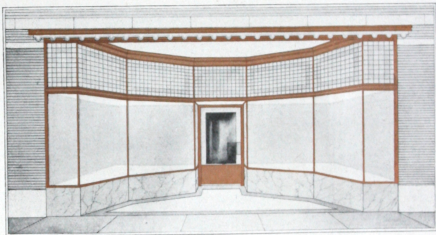


*Let us help you solve store  
front construction problems.*

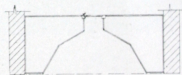
**PRACTICALLY** two distinct fronts are combined in this plan. The two windows in front give the utmost amount of display space on the sidewalk line, while the two windows at the back provide the same width of display space. The front windows are deep enough, however, so that display units may be arranged facing the arcade as well as the street line. This plan could be varied somewhat by having quite shallow windows at both ends of the lateral vestibule.



BY placing the awning above the transom and by carrying the prism glass back to the door, this design is given a feature that is quite out of the ordinary and which helps to give more light in the store proper. This design may seem large for shoe displays, but there has been quite a noticeable trend among stores in this trade to use more and more display space. If the back and side panels were set about two feet back of the glass, the display space would be reduced.



*Ideas are the foundation of  
store front successes.*





**H**ERE we have another variation of the segregated window plan shown on page 42 with a small island case in the center of the vestibule. The left-hand wing of the lateral vestibule leads to the entrance lobby of an office building, while the one on the right leads to a basement doorway. This store is not as wide as the one planned on page 42, but as the returns to the door are much deeper, this design provides more display footage. Care should be taken not to build the case in the center of the vestibule too large.

**STORES** selling an extra high-class line and catering to an exclusive trade do not require so much room in the vestibule. In fact any plan that will reduce the publicity attending window shopping will be best for such stores. Note how the front plates are set at an angle. As explained on page 28, this slant helps reduce the daylight glare. It will be noticed that in this case great care has been taken to have every appointment up to a high standard in keeping with the class of merchandise shown.

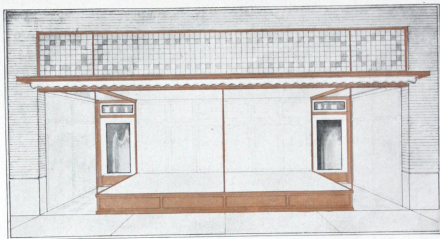


**Kawneer**  
STORE FRONTS

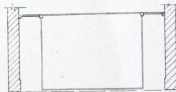
**STORE FRONTS FOR UP-TO-DATE  
FURNITURE STORES**

**Kawneer**  
SOLID COPPER  
**STORE FRONTS**

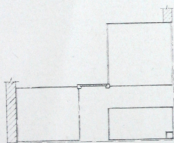
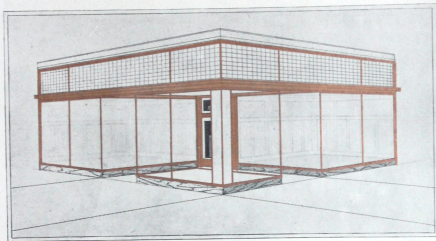
**F**REQUENTLY the contractor must consider the second-floor tenants when making plans for a modern store front. This store is 23 feet wide from wall to wall. The vestibules on each side of the big show window are 4 feet by 12 feet, leaving the width of the window 15 feet. This makes the space a good-sized room for displaying full suites, or the large window may be divided for two or more display units if desired. Glass may be used in the bulkhead if desired, to admit light into basement.



*Let us help you on your store front problems as we have many others.*



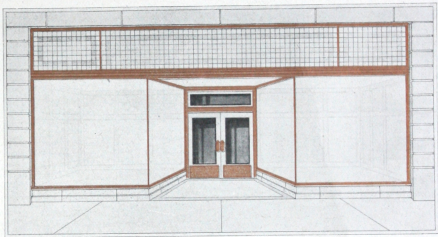




*You will find Kawneer Store  
Fronts on most business streets.*

**THIS** design for a corner store provides three sizable display windows with an approach to double entrance doors from both streets. The larger windows are 10 feet wide by 12 feet deep. The corner window measures about 9 by 7 feet. The pier at the corner is entirely inside of the window and is encased in mirrors. Special bars are provided in Kawneer Store Front construction for installing at corner posts. This plan gives a maximum amount of display footage on each street, which is an important point for a busy corner.

THIS rather plain front was designed to give two-room suite displays. The windows are about 9 feet wide on the building line and run back about 12 feet to the door. This design has many points to recommend it. There are no frills about it, yet it would no doubt be attractive. Windows 9 x 12 feet are well proportioned for furniture and are of such shape that they could be trimmed quite easily. If possible, make the floor of the show window large enough to accommodate a standard-size rug.



*Many merchants are paying  
their rent from their Kawneer  
Store Fronts.*





WE show this picture especially as an example of how two store rooms may be combined for a furniture store without much structural work. The dividing wall has been removed, and cast-iron bearing columns and I-beams used in its place. The column between the doors is mirror covered on both sides. The show windows are about 9 feet wide by 11 feet deep. Note, too, how wide lights of glass are used on the right and left of the doors.

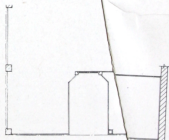


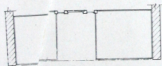
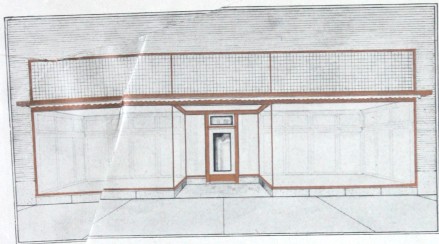
*Something out of the ordinary  
pays in store fronts with more  
profits.*

IT sometimes is possible to combine store rooms so as to provide the extensive display space needed for furniture. Note how this has been accomplished in this case. The pier at the corner of the right-hand window takes the place of the division wall. By incasing this in mirrors the pier is made to seem a part of the window. Two bays on the side are also used as display space. This store is situated on a sloping street, the difference in the height of the bulkhead taking care of the slope of the sidewalk from left to right.



*More than 260,000 Kawneer  
Fronts now in use; that's your  
guaranty.*



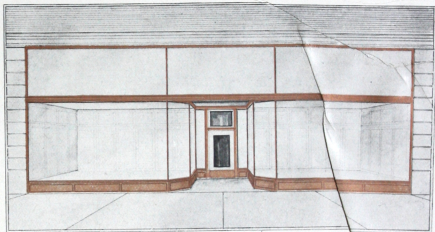


*A touch out of the ordinary  
makes them stop, look and buy.*

**WITH** an overall width of but 30 feet, this affords two attractive display windows about 11 feet 6 inches wide on the building line and about 9 feet deep. Space has been taken from each window so as to provide plenty of room for the vestibule. With a depth of 9 or 10 feet, the vestibule should, if possible, be as wide as shown here, about 9 feet. The reason for this is quite apparent. Furniture draws window shoppers, but people do not like to be crowded and will avoid going into a vestibule that is crowded.

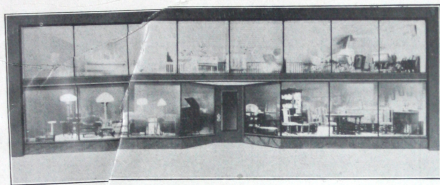


THIS design provides display space in deep transom as well as the large windows. Some question the desirability of having this upper display space, but when the ceiling of the store room is extra high, as in this case, a display space may be arranged as shown here. The use of wide or double doors in furniture stores is advisable. The slanting corners help a little in this regard, but it will be seen that the wider vestibule is much more attractive. Wire opaque glass was used in the bulkheads.



*Our experts are at your disposal without obligation.*



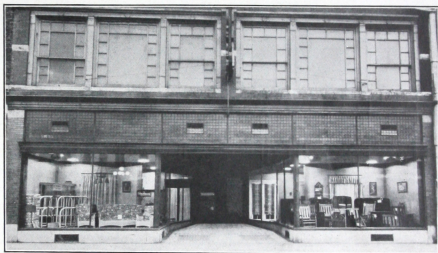


DOUBLE-DECK windows, such as these, are quite uncommon and on narrow streets doubtless have a big selling value. Note that all of the plates of glass in the front are the same width. Note how the width of the front plates corresponds with those in the vestibule. This treatment appears well and simplifies ordering the glass. Some stores having this type of windows omit the backings and leave a full view into the store. The backgrounds center attention on particular items.

*A test of 20 years proves the success of Kawneer Fronts.*

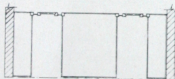
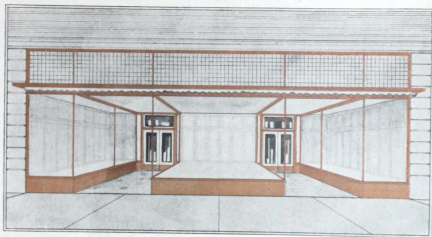


THIS plan provides four complete room-size display spaces. The front windows are 12 feet wide by 10 feet deep. The back windows slant back to the double door line. Large display windows, such as these, afford wonderful possibilities for displaying furniture. Note how grilles were used in the front and vestibule bulkheads to provide ventilation for the basement. Note also the tilting ventilators used in the transom sections. These are useful when windows are as deep as in this case.



*Let us help you on your store front problems as we have many others.*

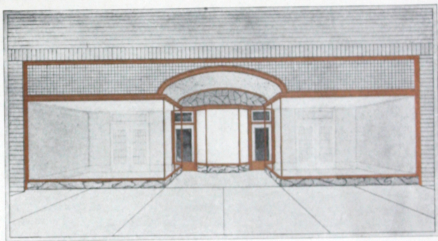




*Perhaps you have some special display problem; write us about it.*

AT first glance one might think that this front could be used only on a wide store. However, this plan calls for but 32 feet from wall to wall. The side windows are about 3 feet 6 inches wide and are intended for displaying chairs, novelties and smaller pieces of furniture. The center window is 11 feet wide by 24 feet deep, affording ample space for two-room suite displays. The vestibules are about 6 feet 6 inches wide. The windows at the sides could be made larger without impairing the appearance of the front.

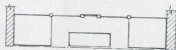
AN overall width of 35 feet is required for this plan. The large windows are 14 feet wide by 15 feet deep. The vestibule is about 12 feet wide up to the point where it slants off to the doors. The elliptical arch shape of the ceiling adds a note of distinction, while the ledge at the ends of the arch gives an excellent place for the indirect reflectors for the vestibule. The center show window could very easily extend back into the store. French doors in the backing permit easy access to the windows.



*Kawnoor Resilient Store Front  
Construction has stood the test.*



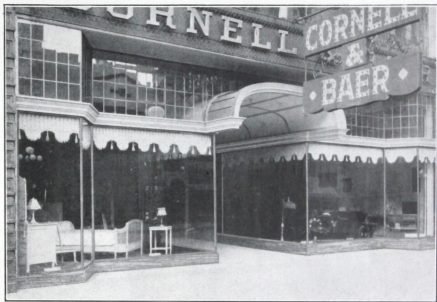




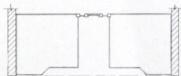
*The small store makes a greater profit from a modern front than does a big one.*

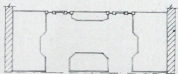
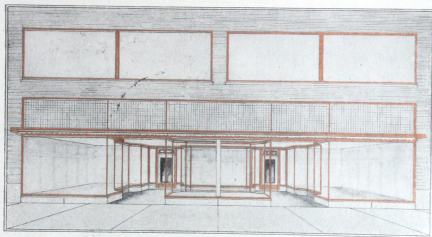
THE value of ample display space doubtless is known to every progressive furniture merchant. This front consists of three show windows, the two side windows being 12 feet by 14 feet. However, the following extracts from a letter from the owner will be interesting: "We consider our windows our best advertising medium. Sales of goods shown in the windows have exceeded our expectations, which were not small, because we have known for years the value of good windows."

WHO could pass this Kawneer Store Front without being impressed by the fact that here is a store that is different? The feature that adds individuality to this design is the sunken bay around the vestibule. It permits the vaulted ceiling and the plate glass nearest the piers to project out. The extension of the vaulted ceiling serves very well as a shelter and lends beautifully to the relief of the front, which otherwise would appear just ordinary.



*Your windows should fit your merchandise and your store.*

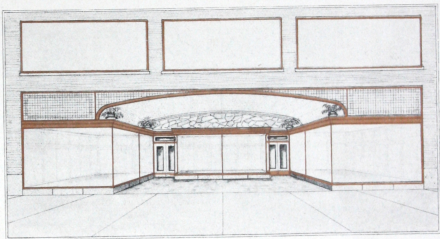




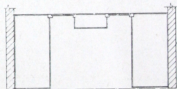
*Individuality always pays in  
a store front; let us help you.*

**T**HIS plan was made for a merchant who was completely sold on the profit-making possibilities of showing as many of his lines as possible. The store is 50 feet wide. The 3 windows on the building line are 12 feet wide with 7 feet allowed for each vestibule. It is 22 feet from the sidewalk line back to the door. With this big layout of display space filled with attractive furniture, can you imagine any housewife who has in mind buying something for the home, going by without a glance at the merchandise shown?

IF you want your store to stand out from the others in the street it must be different enough so that people will remember its special features. Five-room size display spaces will take care of about all of the merchandise a merchant would care to show. The roomy vestibule makes a very inviting appeal. The elliptically-arched ceiling and the ornamental flower pots add the required note of distinction. It would be necessary to have a bearing column near the front corner of each window.



*Our engineers will be glad to help you with your store front problems without obligation.*



Kawneer

A SELECTED GROUP OF JEWELRY  
DISPLAY WINDOWS

Kawneer  
STORE FRONTS

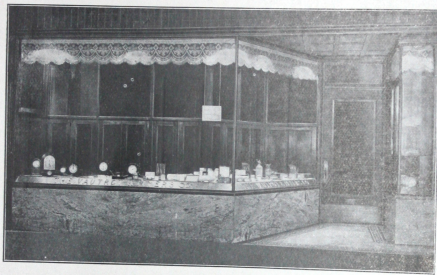


THIS plan shows two plain windows with a center door. The windows are about four feet deep. Most merchants prefer shallow windows for the display of jewelry. Where deeper returns are desired, the backgrounds can be built out so as to keep the display space in the windows shallow. The bulkhead for jewelry fronts should be from 26 to 30 inches high. Many jewelry merchants use a false floor inside the windows to bring the small merchandise displayed as close as possible to the average line of vision.



*Kawneer Fronts need not  
be large to be profitable.*



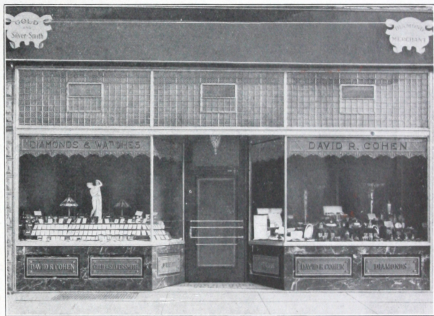


MANY merchants prefer the large window design. This plan gives all the advantages of the large window with the extra feature of a small window at the right of the entrance in which to feature some special line of merchandise. Note that in this case the dealer is showing fancy chinaware in the side window. The back panel in this plan is made so as to hold to a shallow depth. This feature is quite necessary for jewelry stores because of the merchandise.



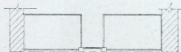
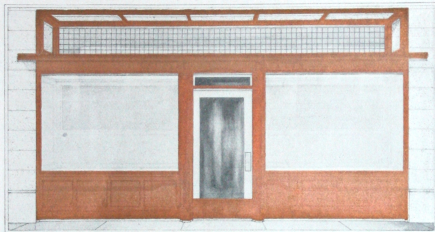
*This merchant says the side window is worth the cost of his front.*

HERE we have a plan with two windows of equal size with a shallow return to a center door. This picture shows quite nicely just what can be done with a simple type of front when proper attention is paid to some of the more important details. The bulkhead is made from an attractive shade of verde antique marble with the sign panels done in cast bronze. This adds a rich feature to the front that is sure to attract attention. Note how the display in the left-hand window has been built up to bring the merchandise close to the eye.



*You will find Kawneer Store  
Fronts on most business streets.*

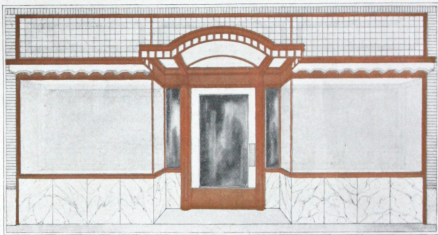




*A test of 20 years proves the  
success of Kawneer Fronts.*

SOMETHING different without using too much space is the reason back of this plan. Note that the door is flush with the plate glass with ornamental pilasters used at the door posts. It is usual with such a plan to use a curtain background from 18 to 20 inches above the level of the floor of the windows. Note how the transom is set back over the show windows. Contractors would find it interesting and simple to install a front of this nature. The merchant would find it satisfactory.

A MARQUISE over the entrance, as shown in this design, will add greatly to the distinctiveness of a store front. As will be seen from the picture, an otherwise plain front is made to stand out because of this feature. Most jewelers would prefer to have the backgrounds built into the windows in "L" shape so as to reduce the depth of the display space. Some, however, use pyramid display stands for the corners for showing bronzes, vases and fancy chinaware and keep the front windows for showing the smaller articles.



*Just ask the man behind one  
what he thinks of his Kawneer  
front.*







*Over a quarter million  
now in use.*

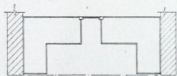
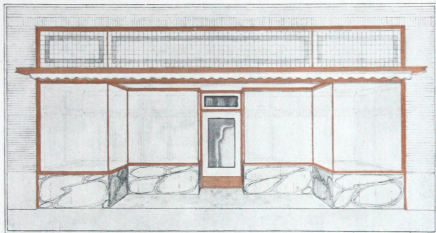
HERE is another corner front of rather simple design that has some noteworthy features. The slant of the sidewalk in front of the store causing a difference in level between the store floor and the sidewalk was handled in this case quite nicely. It would have been better had the store floor been about 6 inches lower. It would not then have been necessary to have the step at the sidewalk line — a feature that should be avoided whenever possible. Note how the pier has been taken out at the corner and a cast-iron column used.

**NARROW** stores sometimes present difficult store front problems. It will be seen from the accompanying picture what a little thought can do with such a problem. The store shown here is about 14 feet wide from wall to wall. The windows are so arranged as to give plenty of display for the stock of merchandise carried. Note how plate glass was used for the backgrounds with a black glass panel for the first 15 inches. This arrangement allows plenty of light.



*Kawneer, the original hollow metal glass setting.*

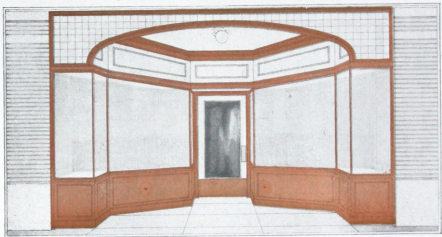




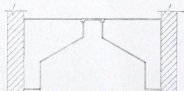
*The first Kawneer front, installed twenty years ago, is still in good condition.*

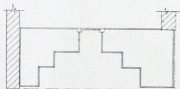
**P**LENTY of vestibule room is one of the attractive features of this design that is worthy of consideration for most stores. Where the width of the store will warrant it, small lights on each side of the door would be better so as to give more room in the return to the door and also to provide more light in the front of the store. A slanting background across the back corner fills out a difficult portion of such windows to trim and provides an excellent place in which to store fixtures. This type could be used on an 18-foot store.

**H**ERE the elliptical arch in the transom and the heavy cornice in the vestibule are distinguishing features. The shallow windows and wide and inviting vestibule make this plan admirable for an 18-foot jewelry store. The return at the door is small, but as the windows at this point are only about 2 feet deep, the doorway would not be crowded. A slanting return to the door so as to provide more room would be much better. The cornice in the vestibule in this plan is made up of the copper transom bar, plaster panels and a copper cornice.



*Something out of the ordinary  
pays in store fronts with more  
profits.*





*Your store should stand out on the street; let us show you how.*

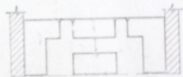
OLD buildings may be remodeled into attractive sales emporiums as is shown in this picture. By installing this attractive Kawneer Store Front, this remodeled store has been given the pull of a new building with only a small part of the cost. This store front gives an excellent example of how good marble helps make the store front attractive, while cheap marble really detracts from the appearance of the front. The extra wide lights at the door serve the double purpose of providing plenty of room at the entrance.

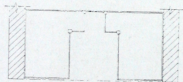


**H**ERE we have another arcade type of front for the larger size of stores. It is a very good example of a jewelry store front with exceptionally large display space. As it is often difficult to find satisfactory material for bulkheads, we want to call your attention to the one shown here. It is a neutral tinted tile about 6 inches square. Copper panels, terracotta, stucco marble and glazed brick also have been used effectively.



*Asking us for help places you under no obligations; we have helped thousands.*





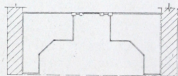
*Kawneer Store Fronts Stay and Pay; turn to page 128 and let us show you how.*

PHONOGRAPH sales are becoming more and more prominent in jewelry stores. This plan was designed especially to feature talking machines with other lines of merchandise. Note that the two side windows have lower bulkheads than the smaller windows on each side of the door. Each of the larger windows has plenty of space for displaying two or three machines without crowding and also a liberal display of records and accessories. By installing movable back-grounds, the larger windows could be improved.

ON page 31 you will find a plan quite similar to this one. There are, however, some features which make this one worthy of comparison. Note especially the entrance to the door. You will readily agree that the side lights on this plan greatly improve it, besides allowing a free portion of light into the front of the store. The height of the bulkhead varies according to conditions at the building. Where the added light is needed it would be better to have the side lights extend to the floor.



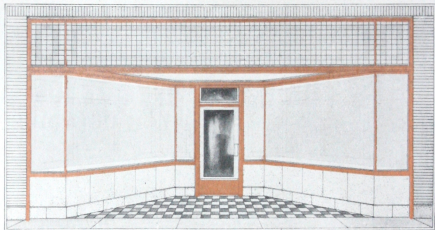
*Many merchants are paying their rent from their Kawneer Store Fronts.*





WHAT can be done on a narrow store is quite admirably shown in this picture of a jewelry front installed in a store only 13 feet wide. Just because a store is narrow is no reason why the store-keeper should be overlooked by shoppers on the sidewalk. The octagonal-shaped dome which serves as a marquee is made from sections of leaded, colored glass. This glass also was used in the transom in sectional panels. The owner of this store says it takes him but a few minutes to change his window displays and that through frequent changes he is able to keep his stock moving.

**P**LENTY of room in the vestibule is generally a desirable feature. The plan shown here gives this roominess and also a broad display of the merchandise in both windows. This plan may run directly back to the door posts, as shown in the picture, or have a slight return to the door, as shown in the floor plan below. The former would be better for most stores, as the small return at the door is likely to be too small for customers in coming out or going into the store. Terra-cotta for the bulkheads, as indicated in this design, looks well.



*Let us help you on your store front problems as we have many others.*





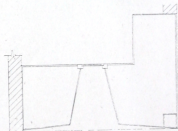
HOW A KAWNEER FRONT WILL AFFORD  
BETTER DRUG DISPLAYS

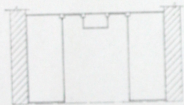
**Kawneer**  
SOLID COPPER  
STORE FRONTS

**SIDE** windows on corner stores provide a view of displays from the street crossing and side street. Tests have shown, however, that in most cases the side windows are about one-half as efficient as the front windows. Note how the front windows in this case are set at a slant with the sidewalk. In most situations such a slant will help to eliminate daylight glare. This plan also gives a touch of difference to a small front. The column in the corner is here shown covered with mirrors.



*Perhaps you have some special display problem; write us about it.*

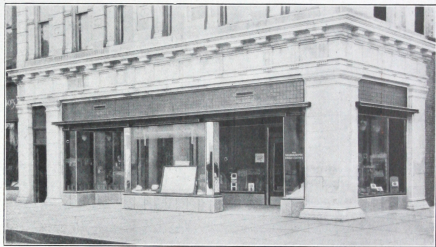




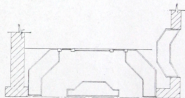
*Individuality always pays in  
a store front; let us help you.*

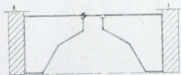
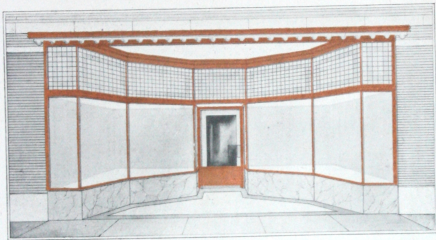
HERE we have a photographic reproduction of a center window plan such as is discussed on pages 92 and 93. Of his center window the owner of this front says: "We especially commend the double door arrangement with the window between. We find this case an especially desirable display space for Kodaks and photographic goods." This storekeeper has utilized all of his bulkhead space for display signs, which he says have been very profitable. A difference of about 8 inches has been taken up in the slant of the vestibule floor.

**F**REQUENTLY a front must serve a double purpose store. In this case a drug store is combined with a luncheonette and soda fountain. A combination such as this is quite common. In cities of 50,000 population and upward the luncheonette feature is common. As will be seen from the floor plan below all of the windows have been kept down to shallow depths. Some might question the advisability of indenting the side window. However, the owner says that it attracts more attention.



*Merchandise is difficult to display in poorly proportioned windows.*





*Ideas are the foundation of  
store front successes.*

By placing the awning above the transom and by carrying the prism glass back to the door, this design is given a feature that is quite out of the ordinary and which helps to give more light in the store proper. This design may seem large for shoe displays, but there has been quite a noticeable trend among stores in this trade to use more and more display space. If the back and side panels were set about two feet back of the glass, the display space would be reduced.



**WINDOWS** in this plan are quite similar to those shown on page 65. The transom glass is arranged with three arches so as to give a tone of distinction. These arches are intended for leaded panels in colored glass. Note also that the awning in this case is hung above the transom. Where it is possible it is better to have the awning below the transom so as to permit light to pass into the store. Some druggists prefer to use glass panels for their window backgrounds to help illuminate the interior of their store.



*A touch out of the ordinary  
makes them stop, look and buy.*



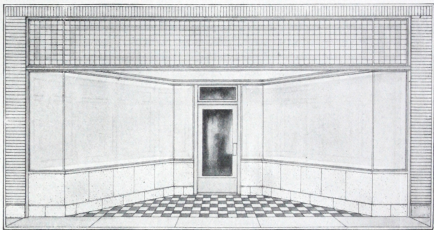


**THIS** plan gives two plain windows with wide light on each side of the door. Although plain in design, the windows provide enough space for the average drug store and bring most of this display on a line with the eye range of those passing on the street. Note how grilles have been inserted in the front panels of the bulkheads so as to provide ventilation for the basement. The name of the store may be cast in these grilles, giving them the selling value of a sign.

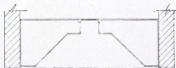


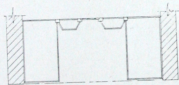
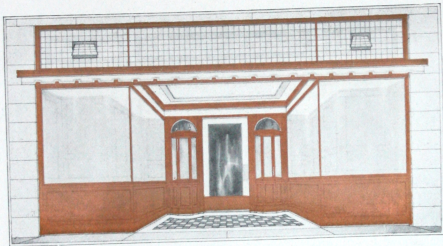
*Kawneer Resilient Store Front  
Construction has stood the test  
of time.*

**P**LENTY of room in the vestibule is generally a desirable feature. The plan shown here gives this roominess and also a broad display of the merchandise in both windows. This plan may run directly back to the door posts, as shown in the picture, or have a slight return to the door, as shown in the floor plan below. The former would be better for most stores as the small return at the door is likely to be too small for customers in coming out or going into the store. Terra-cotta for the bulkheads as indicated in this design looks well.



*Let us help you on your store front problems as we have many others.*

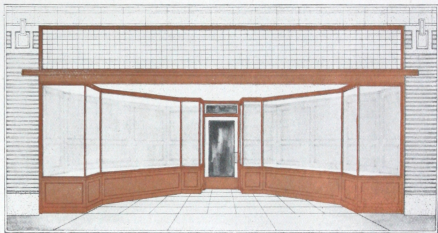




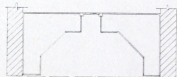
*The success of Kawneer Fronts  
has been based upon satisfac-  
tory service.*

THIS plan provides two straight return windows with two small specialty windows on either side of the entrance door. Such small windows have proved very successful as sales pullers for merchandise on which a special drive is desirable. For some displays merchants prefer to have the backgrounds built out as shown in the picture. For drug stores it would be best, perhaps, to leave the windows full as shown in the floor plan and use pyramid display stands. The bulkheads are about right for drug displays.

ANOTHER plan that provides for quite extensive display footage, but has the shallow windows so much favored for small merchandise, such as sold in the average drug store. The store front pictured shows how the background can be built across the back corner so as to keep the windows shallow. With a copper bulkhead, such as is shown here, hinged sash may be installed in some of the panels so as to provide ventilation for the basement.



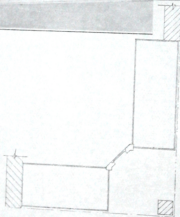
*More than 260,000 Kawneer Fronts now in use; that's your guaranty.*







*Our experts are at your disposal without obligation.*

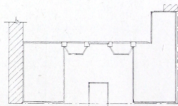


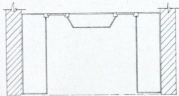
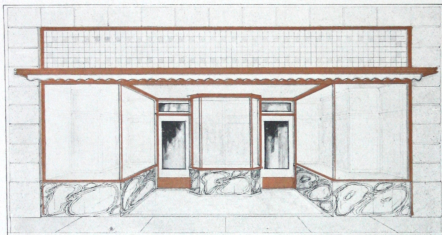
A PIER was left at the corner in this case, making it necessary to set the door back so as to give plenty of room in the entrance-way. For a drug store, the height of the bulkhead should average from 15 to 24 inches. This depends on conditions of the building in which the front is to be installed. The white glaze brick, as here shown, is very appropriate for a drug store featuring a soda fountain. Note the attractive sign in the prism glass.

**S**MALL feature show windows on each side of the entrance door put a touch of "difference" on this design that has proved quite successful. The case in the center of the vestibule was an afterthought, but it has proved valuable as a business getter. This front was installed in an old building and as seen from the picture gives most of the benefits of a new building. The marble used on this store front harmonizes beautifully with the copper. Where marble is used it pays to use the sort that takes and holds a hard finish.



*Kawneer Fronts turn old stores into new ones.*

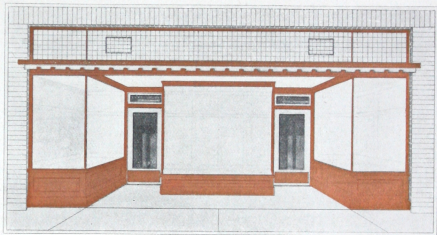




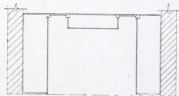
*Over a quarter million now  
in use.*

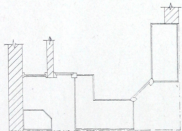
THE center display window type, as shown on this and the opposite page, have proved very successful for stores of average width. One of the main reasons for the success of this plan is the wide and inviting vestibule. The words, "Come In," seem to be spoken out by roomy entrance-ways, such as these. These two sketches give a comparison between marble and copper bulk-head. The latter will last a lifetime and if kept clean, will always have an attractive appearance. Note how the backgrounds are built out.

A LOWER floor and bulkhead for the central case shown here was planned to provide display space for talking machines or other merchandise of a similar size. The corners are shown square on this plan, but the slanting corners, as shown on the opposite side, are generally better, especially with a wide window such as this. Ventilators in the transom as shown here will be found desirable in most climates. A name panel in the transom is sometimes advisable.



*A modern Kawneer Front will last for years and always pay profits.*



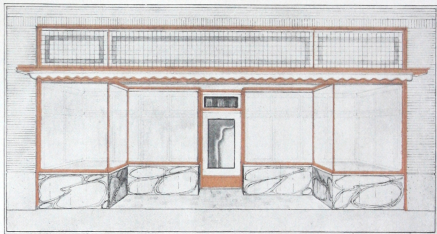


*A corner store sometimes presents difficulties for the window designer.*

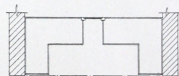
**CORNER** store rooms frequently call for special handling. This picture was selected for showing because of the way some of the special conditions were handled in this case. The entrance-way has been left open by installing two bearing columns inside of the windows. These are small enough so that they do not interfere with the view into the window. This plan is quite easily used on one- or two-store buildings, but calls for some good engineering work for heavy brick buildings. Note how the second-floor entrance was handled.



PLENTY of vestibule room is one of the attractive features of this design that is worthy of consideration for most stores. Where the width of the store will warrant it, small lights on each side of the door would be better so as to give more room in the return to the door and also to provide more light in the front of the store. A slanting background across the back corner fills out a difficult portion of such windows to trim and provides an excellent place in which to store fixtures. This type could be used on an 18-foot store.



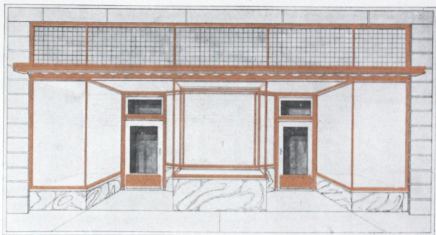
*The first Kawneer front, installed twenty years ago, is still in good condition.*



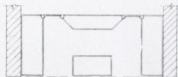
IT IS EASY TO DISPLAY HARDWARE WITH  
KAWNEER FRONTS

**Kawneer**  
STORE FRONTS

**A** FRONT of this type is an excellent design where maximum amount of display frontage is wanted. Note that in this plan there is more than twice as much window footage as the width of the store. An extra wide vestibule is also provided. Many of the higher class of shoppers do not wish to be found looking over displays from the sidewalk and the wide vestibule is always most welcome to step into to examine articles in the windows. This plan has two doors with a show window between and an island case at the building line.



*Perhaps you have some special display problem; write us about it.*





*The success of Kawneer Fronts  
has been based upon satisfac-  
tory service.*

**JUST** because a store is narrow is no reason why its front cannot be made attractive and a sales-puller. This unique design proves that a narrow front can be made attractive. The slanting tile bulkhead is the most distinguishing feature of this plan, something out of the ordinary run of bulkheads. Note how the entrance to the doctor's office above is handled, which in no way breaks up the design of the front. Much attention should be given to proper show window lighting.

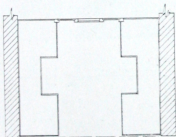
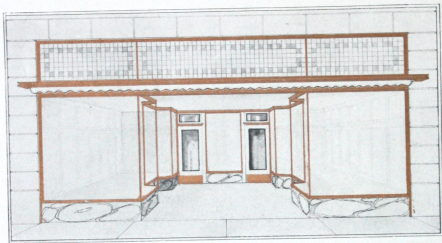
IT can be readily seen from the appearance of this store front that this merchant handles a high-grade line of hardware. Note the artistic design of the window backing, not so light colored or fancy that it detracts attention from the displays, but in keeping with the general design of the entire front. The wide and roomy vestibule affords an excellent place for the island show case, and its position helps to detract notice of the supporting column which was necessary to use. The valance used is quite in harmony with its surroundings.



*A touch out of the ordinary  
makes them stop, look and buy.*



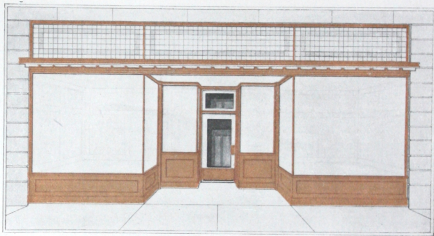




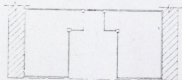
*The center case in this design being flush with the door should be without panels at the back.*

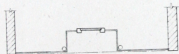
**SIMPLICITY** of this design and the facilities it affords for roomy unit displays make it quite desirable for household wares. The center case is shown flush with the entrance doors. This, however, could be made to extend out into the vestibule a foot without changing the general effect. The general lines of this design could be used in a narrow store by using but one door and eliminating the center show window. The vestibule return for this design should be about 14 feet deep.

HOME specialty sales are becoming more and more prominent in hardware stores. This plan was designed especially to feature washing machines with other lines of merchandise. Note that the two side windows have lower bulkheads than the smaller windows on each side of the door. Each of the larger windows has plenty of space for displaying two or three machines without crowding and also a liberal display of other home articles. By installing movable backgrounds, the larger windows could be used for cutlery and small articles.



*Our engineers will be glad to help you with your store front problems without obligation.*





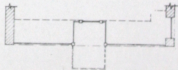
*Kawneer Fronts turn old  
stores into new ones.*

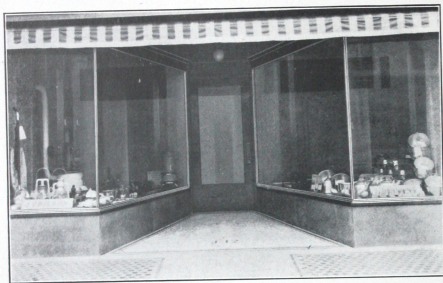
**ALTHOUGH** this is used as an electrical supply store, its design of front is an excellent one for displaying hardware as well, especially the larger articles, as the bulkheads are of just the height to bring the items displayed directly in the line of vision. The bulkheads are rather low, however, to show off small articles to good advantage, but that could be easily taken care of by using a false floor in the windows. Another method often used successfully is the upright display board, which can be moved about in the windows as desired.

THE design of this front gives almost unlimited display space, a perplexing problem to the average store handling several lines of merchandise. Note how the matter of ventilation into the store and basement is taken care of by means of a ventilator in each section of the transom and by grilles in the bulkhead. The extreme plainness of the front side of this store is very effectively offset by the marquise over the two-door entrance. Note how little things such as the two bushes at each side of the entrance add to appearances.



*Many merchants are paying their rent from their Kawneer Store Fronts.*





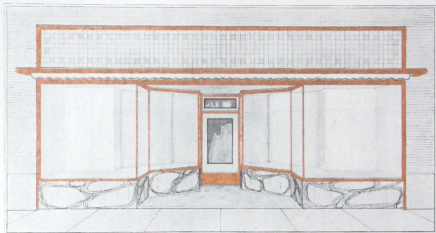
VERY simple plan, but still very effective for a small store. In a design such as this, however, it would be rather difficult to make a display of large articles without making the windows appear crowded. Although a wide vestibule is most desirable, it would be quite alright to narrow this one up somewhat, thus affording more window display space. Such a treatment, we believe, would aid materially in making possible better hardware displays. Note how light for the cellar is given by sidewalk lights.



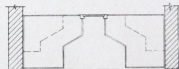
*Kawneer Fronts need not be large to be profitable.*



IT is easy to see how attractive this front would make an old out-of-date hardware store of 25 to 30 feet in width. The sales-pulling value of the store fronts behind which our fathers carried on their business, as compared today with an up-to-date Kawneer Solid Copper Store front is almost nil. Note how easy it would be to make a hardware trim in these windows that would arrest attention of all those that pass by. In this case the paneling follows the contour of the windows; however, the display room could be easily increased.



*More than 260,000 Kawneer Fronts now in use; that's your guaranty.*

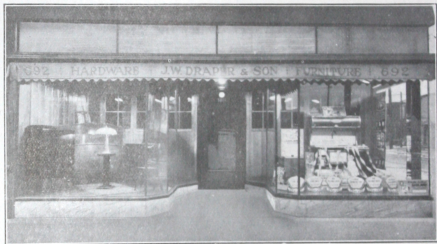




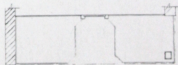
*Individuality always pays in  
a store front; let us help you.*

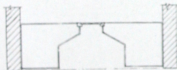
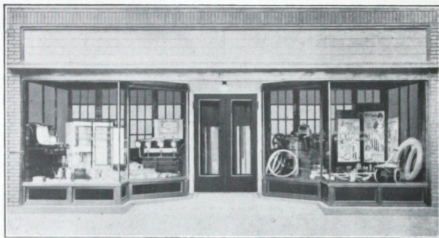
**T**HIS is a very good plan for a store from 25 to 30 feet in width. It provides two distinct unit displays, and the windows are so arranged it would require very little time to change displays. Note how the difference in store floor and sidewalk levels is taken care of by a small step and then a slight slant in the vestibule floor to the doorway. Where possible, it is always more desirable to lower the store floor in order to eliminate any great difference in floor and sidewalk levels, as a slanted floor or step is dangerous.

**DISPLAY** space for two different lines of merchandise is provided in this plan for a store combining household hardware and furnishings. The windows are hardly large enough, however, to display furniture to best advantage, but afford excellent display space for hardware. Note the small windows in the window backing to admit light into the store proper. This is another case where the difference in sidewalk and floor levels was handled by a slanting vestibule floor.



*More than 260,000 Kawneer Fronts now in use; that's your guaranty.*





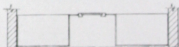
*A test of 20 years proves the  
success of Kawneer Fronts.*

THIS design is very good for a hardware store from 25 to 30 feet wide. There is sufficient room in the windows for displaying the larger articles such as stoves, washing machines, ice boxes, etc., together with the smaller articles, without crowding, and still leave room for a wide vestibule. Very often the problem of lighting the interior of the store must be solved. In this case French windows were used for the backing in place of paneling to very good advantage. The name of the store could have been worked in the transom.

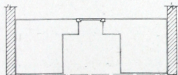
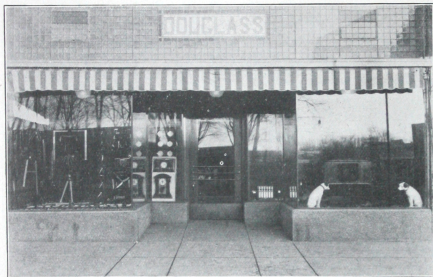
**THIS** store front is somewhat similar to that shown on the opposite page. In this case, however, the bulkhead is considerably higher, a height very nearly correct for items such as are on display. Note the two large front lights, giving an all-glass effect. Oftentimes in remodeling old fronts quite a saving is effected if the old glass can be worked in advantageously. Such was the case in the front on page 102; two lights were used on one side and three on the other. If possible, however, it is much better to have both windows conform.



*Kawneer Resilient Store Front  
Construction has stood the test.*







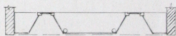
*Let us help you on your store  
front problems as we have  
many others.*

AS seen from this design a movable backing for the show window is sometimes very useful. Note how well the small articles of hardware, such as knives and machinists' supplies, show up on the display board in the left-hand window. As mentioned on page 111, window backing is almost always desirable and this fact is so clearly shown by comparing the displays in both the windows of this store. This merchant carries musical instruments along with his hardware line. This type of front fits both lines.

FOR a wide store the design of this front is exceptionally good, the displays being divided into three separate units. The center unit is used to display large articles, while the windows on each end are used for smaller items. In this case the store interior is lighted by the omission of window backing; however, if other means of lighting are possible, it is generally desirable to have some sort of backing in the show windows, as the items displayed will stand out in greater relief than against the darkness of the store interior.



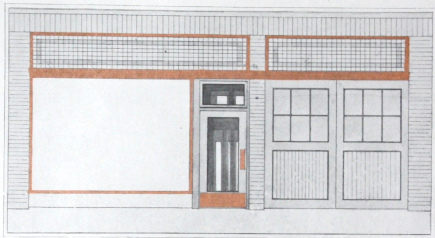
*Ideas are the foundation of  
store front successes.*



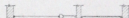
MOTOR SALES COMPETITION MAKES NECESSARY THE  
BEST TO BE HAD IN SHOW WINDOWS

Kawneer  
SOLID COPPER  
STORE FRONTS

**M**OST every motor sales room nowadays has a service department. So the first requisite is an easily accessible door and driveway leading to the room provided for the mechanics. This plan was designed for a show room having rather small frontage on the street with a larger service room in the rear. It would have looked better to have the door to the show room on the left side with the plate glass between it and the driveway door. This display window is not large enough to give a full side display of a car.



*Just ask the man behind one  
what he thinks of his Kawneer  
front.*





THIS display room, which is on a corner, has the service entrance in the rear, leaving the show room the full width of the store. The location of the building makes it possible to enter this service station from the rear. Consequently the entire facade of the first floor is used for display purposes — a very profitable feature. Much attention should be given to the beauty of the building proper and the manner in which the whole scheme blends together.



*You will find Kawneer Store  
Fronts on most business streets.*

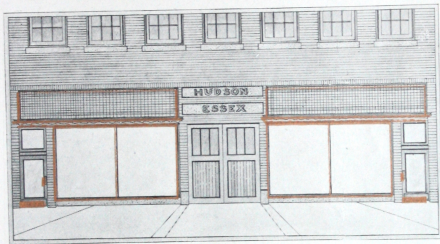


THE photographic reproduction shown on this page is presented to show what can be accomplished on rather small corner lots. The cut-off corner entrance adds a note of difference to the design. Though the general design of this building is of a conservative type, it must be admitted that the detail is well studied. The horizontal feeling is carried out in both the building proper and the store front.

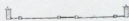


*Kawneer Resilient Store Front  
Construction has stood the test.*



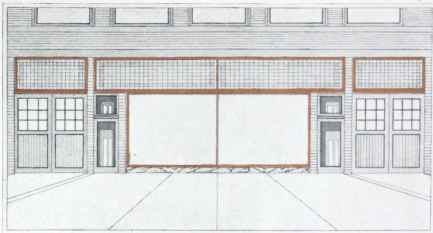


*The success of Kawneer Fronts  
has been based upon satisfac-  
tory service.*

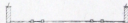


SOMETIMES a dealer will want to feature tires and accessories as well as motor cars without preference to either line. This plan was worked out to cover such a case. The service entrance in the center brings each customer in close range to the accessory displays, as well as the motor cars in the other windows. In case motor cars only are to be displayed, it would be best to move the service driveway to one side so as to have the car displays continuous. In that case one door to the show room would be enough.

A DEALER who has a considerable trade in service work and car storage, insisted that two driveways be included in his plan. One is used for incoming cars and one for driving out of the service station. The show window is large enough to display two cars, one car being shown with a side view. The second entrance door was installed for appearance rather than necessity. The space taken for this extra door could be used with profit in the show window. There are generally special requirements for most any sales room.



*Kawneer Fronts turn old stores  
into new ones.*





*A touch out of the ordinary  
makes them stop, look and buy.*

TO show motor cars to best advantage there must be plenty of room around each job so that prospective customers may obtain an unobstructed view. The broad expanse of plate glass used in this building gives a clear view of every model in the big display room. As this building is on a principal corner, the displays attract attention from both sides. This display room is especially attractive at night, and no doubt has sold many jobs while the other salesmen slept.

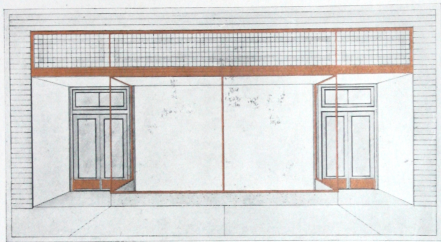
IT is a long road from the made-over livery stable to the modern building erected for the sale of motors. Back in the pioneer days any old building with a roof over it was thought quite all right for displaying automobiles. Today, however, the trend is to build the sales rooms just as attractive as any other business building. It is not difficult to imagine the advantage this dealer has over his competitors in displaying his new and also his used cars. Note how the slant of the sidewalk is taken up by a variance in the height of the bulkhead.



*Plenty of room for displays is a feature that will always pay a profit.*





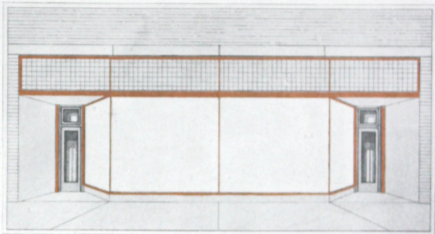


ONE new motor car displayed in this window would stop the eye of every pedestrian, especially if they had in mind the purchase of a new rig. This plan was worked out for a building having a service entrance from the rear. One set of double doors leads to offices in the second floor, while the second leads directly into the show room. It is best to have the bulkhead as low as possible for motor car display windows, as we are accustomed to view them from the road level.



*Kawneer Fronts need not be large to be profitable.*

**THE** general plan here is quite like that on page 120. The room is wider, making it possible to increase the size of the display window. Single doors and a slanting return also add to the display footage. Note how much better the lower bulkhead shown here looks than the one on page 120. The types of windows shown on this and the opposite page work out very well where the sales room is located on "auto row." The slanting returns are better than the square corners for a motor window.



*Something different with plain easily trimmed windows is always desirable.*

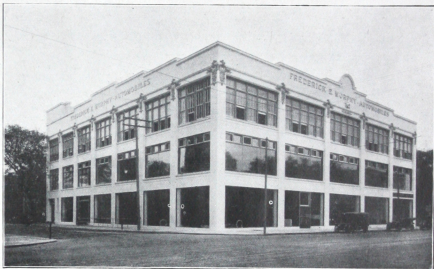




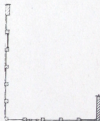
*Our experts are at your disposal without obligation.*

HERE is another excellent example of the high character of buildings now being designed for the retail sales end of the motor industry. People passing this imposing corner are sure to be impressed by the stability of a concern displaying its motor cars in a building such as this. No wonder that some of the leading manufacturers insist that their authorized agents provide modern buildings and especially up-to-date display rooms before allotting a franchise. They know the profits to be made from such displays.

It is hardly necessary to state that here is a building capable of producing motor sales. It speaks for itself. No doubt the architect knew the value of ample display space, for in this building we see it on all three floors. In this case the first floor can be devoted to new cars, the second for used cars and the third floor for accessories. High windows with the display floor level with the sidewalk are two features that should be considered when designing motor sales display windows.



*The success of Kawneer Fronts has been based upon satisfactory service.*





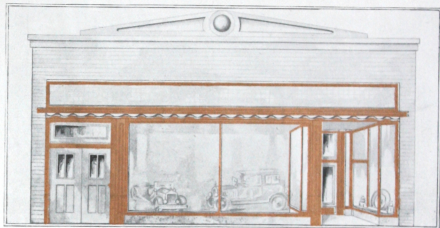
A MARQUISE over the entrance-way, as shown in this design, gives a tone of distinction that is quite desirable. It is a mark that can be noticed several blocks away. It also gives a quality appearance to the front, as a whole, that is an important factor for a dealer in high-class motor cars. The small windows in the return might be used to display accessories in place of the larger left-hand windows, as shown in the sketch.

*Write us about your special problems; we shall be glad to work with you.*

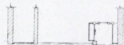


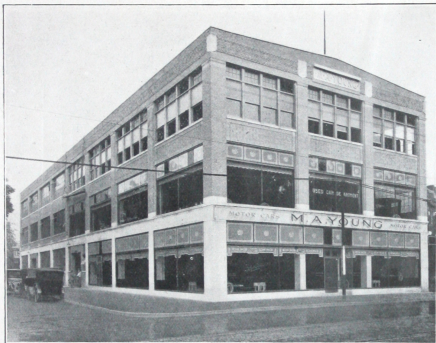


A SMALL building frequently must serve a dealer as display room, service station and accessory store. The design shown here was made for such requirements. Note the shallow display windows on each side of the vestibule for the accessories. The driveway on the left to the service station in the rear is closed off from the store, leaving space for two cars at the front and a display counter and shelving as a partition between the store and service room. Glass sash might be used to advantage in the driveway partition.



*Kawneer Fronts turn old stores  
into new ones.*





THE pictures shown here and on page 123 are offered as examples of the high caliber of buildings now being used in the retail end of the motor industry. Neither of these buildings is in a large city, yet it is quite evident that they stand out on their streets as important business structures which are sure to attract attention and inspire confidence from the motor-buying public. There is little doubt that buildings like these are profitable.

**T**HERE is just as much reason why high-class motor cars should be shown in an atmosphere of elegance as that jewelry or fine furniture should be given a "setting" when displayed. Most people who can afford to spend \$3,000 to \$6,000 for a pleasure car will be attracted by such surroundings. And it also has been demonstrated that money expended in attractive display rooms for the smaller cars also pays a good profit.



## How Much Will a Kawneer Front Cost?

What a Kawneer Resilient Store Front will cost varies according to the width and height of the store room from wall to wall and from floor to ceiling and also according to the depth of the return and the arrangement of the windows. It is, therefore, impossible to give even an approximate estimate of the cost of a modern, up-to-date Kawneer Front until we have certain facts upon which to base such estimate.

So, after looking through this book, submit to us a rough layout of the design you have prepared for your client, and let us show you what a Kawneer Front will cost. This information will, of course, place you under no obligation.

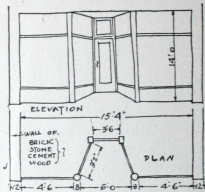
Please note these points especially: First, we should know the general design of a front in which you are interested. Then we ought to have the dimensions of your store front opening as listed on the sketch. Also please give as full information as possible about the other items.

Should you find it difficult to render a satisfactory design, make a rough sketch of the old front similar to that at the right. Do not fail to give the dimensions indicated thereon.

With this information we will be in a position to help you.

THE  
**Kawneer**  
COMPANY  
NILES MICHIGAN

## Be Sure to Give the Following Dimensions:—



- Height from sidewalk to I-beam.....feet.....inches
- Height from floor to ceiling (inside).....feet.....inches
- Width from wall to wall (inside).....feet.....inches
- Working depth from face of building to door.....feet.....inches
- Thickness of walls (outside). Distance from sidewalk level to floor level at both walls
- Locate and give size of all columns—of what they are made—cast-iron, concrete, stone or brick.
- Give construction of building—stone, brick or wood.
- How many stories high.....Direction building faces.....

